

## ORDER

FIRST COAST NEWS



A GANNETT COMPANY

**Orders**  
 Order / Rev: 703934  
 Alt Order #: 6259800  
 Product Desc: NELSON FOR SENATE  
 Estimate: 536  
 Flight Dates: 08/02/12 - 08/07/12  
 Original Date / Rev: 08/01/12 / 08/01/12  
 Order Type: Political

**WTLV-TV**  
 Primary AE: Jim Quinn  
 Sales Office: T-PHI  
 Sales Region: NAT

**Agency**  
 Name: Abar Hutton Media/ POL  
 Buying Contact:  
 Billing Contact:  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Nelson, B/ D / US Senate  
 Demographic: A35+  
 Product Codes: PL-US Senate  
 Priority: P-1  
 Revenue Codes: AGY, GEN, POL

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	30	\$18,285.00	\$15,542.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	30	\$18,285.00	\$15,542.25	0.00
<b>Totals</b>	<b>30</b>	<b>\$18,285.00</b>	<b>\$15,542.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	45%	\$18,285.00
Market	100%	\$40,633.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,219.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,971.00
WJXX	6%	\$2,438.00
WTEV	19%	\$7,720.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/03/12	08/03/12	530a-6a 530a-6a	CM	530a-6a	----F--	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--			1			\$400.00		0.00			
E 2	WTLV	08/06/12	08/07/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MT-----			2			\$400.00		0.00			
E 3	WTLV	08/03/12	08/03/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	----F--	:30	2	\$735.00	P-1	0.00	NM	2	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	----F--			2			\$735.00		0.00			

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WTLV-TV

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